

MENTHOL PLAN WORKSHEET

BASIC MENTHOL INCENTIVE PROMOTION - 1 PACK WITH LIGHTER

\$1.2 MILLION BUDGETED

75,000 20 DEAL DISPLAYS (1.5 MILLION DEALS)

16,000

ITEM	UNIT COST	TOTAL COST
LIGHTER	0.55	825,000
PACKAGING	0.11	165,000
ASSEMBLY	0.14	210,000
TOTAL	0.80	1,200,000

BASIC MENTHOL PRODUCT PROMOTION - B1G1F

\$900,000 BUDGETED:

60,000 20 DEAL DISPLAYS (1.2 MILLION DEALS)

37,000

ITEM	UNIT COST	TOTAL COST
FREE PACK	0.38	456,000
TAX	0.32	384,000
PRE-CON LABOR	0.14	168,000
TOTAL	0.84	1,008,000

BASIC MENTHOL ~~LIGHTS~~ PRODUCT PROMOTION - B2G1F

\$1MILLION REMAINING FROM DEC PROMO BUDGET

60,000 B2G1F 20 DEAL DISPLAYS (1.2 MILLION DEALS)

96,000

ITEM	UNIT COST	TOTAL COST
FREE PACK	0.38	456,000
TAX	0.32	384,000
PRE-CON LABOR	0.14	168,000
TOTAL	0.84	1,008,000

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